



**Finger Lakes Regional Tourism Council**  
**Carol Eaton, Board Chair**  
**Nicole Mahoney, Regional Director**

## Who we are

- 501 C3 organization formed in January, 2014
- Official Regional TPA
- 14 Official County Tourism Promotion Agencies of the Finger Lakes Vacation Region
- Not a membership organization



## Board of Directors

**Cynthia Raj**, Chemung County  
Chamber of Commerce

**Meg Vanek**, Cayuga County Office of  
Tourism

**Becca Maffei**, Tioga County Tourism

**Bruce Stoff**, Ithaca/Tompkins CVB

**Peggy Coleman**, Steuben County CVB

**Patti Donoghue**, VisitRochester

**Valerie Knoblauch**, Finger Lakes  
Visitors Connection

**Lisa Burns**, Livingston County  
Chamber of Commerce

**Christine Worth**, Wayne County  
Tourism

**Jim Dempsey**, Cortland County CVB

**Carol Eaton**, Syracuse CVB

**Jeff Shipley**, Seneca County Chamber  
of Commerce

**Michael Linehan**, Yates County  
Chamber of Commerce

Schuyler County Chamber of  
Commerce



## Why we organized

- Structure for the group's operations and decision-making process
- A unified voice for the region when interacting with I Love NY and other partners
- Equal representation for **ALL** tourism related attributes in the Finger Lakes Region.
- The possibility for stronger marketing programs with a regional focus
- The ability to consider and pursue additional sources of funding
- Streamlined accounting and bookkeeping functions



## Program Success

### Quinn PR Program

**5<sup>th</sup> year of collaborative  
PR program**

**3.2 billion impressions  
(2013)**

**Award Winning**



2014 Placements include:

- Yahoo!
- Toronto Star
- Bon Appétit
- Good Morning America
- FoxNews
- USA Today
- Travel & Leisure
- Shermans Travel
- Huffington Post
- Conde Nast Traveler
- Today
- CNBC
- Peter Greenberg

## Program Success

**TODAY Show - October 15, 2014**

Finger Lakes &  
Haunted History Trail

4,302,000 national viewers

\$93,712.23 ad value

Immediate results:  
inquiries & bookings  
Ohio, North Carolina



Upcoming placement - Vogue (2,876,958 online monthly visitors) – planning to feature Firelight Camps at La Tourelle

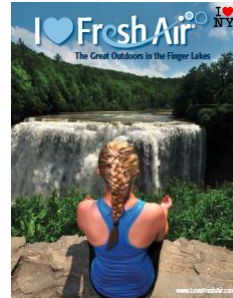


## Program Success

### I Love Fresh Air - Outdoor Campaign

Funded through CFA 2012 & 2013 rounds

- Magazine (100,000)
- Mobile website
- TV campaign – PA target



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Official NYS Regional Tourism Promotion Agency #FLX

## Program Success

### 2014 – I Love NY Programs

- Media Marketplace: Spring & Fall
- Miss China FAM
- China-ready Workshop & FAM
- Bassmaster Tournament and Governor's Challenge
- Responsible Traveler Media FAM
- ILNY German Travel Agent FAM

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## Looking ahead

CFA submitted (2014 round) – pending  
Finger Lakes Vacation Region: Destination Market  
Analysis & Strategic Marketing Plan

Quinn PR Program

NY Times Travel Show (January)

Scottsville Tourism Information Center- NYS Thruway

More to come.....

